MEETING OF THE MIDDLE EAST WORKING GROUP

INFOTAB OFFICES

9 February, 1983

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| PRESENT : | J. PICTON | - INFOTAB (Chairman) |
| | B. SIMPSON | - INFOTAB |
| | W. MOORE | - C.R. |
| | K. KIERNAN | - T.E.I. |
| | M. SCOTT | - B.A.T. |
| | M. CANNON | - B.A.T. |
| | D. MYLONAS | - R.J.R. |
| | T. WELLS | - P.M. |
| | J-C. SKAWRONSKI | - P.M. |
| | T. BRATSANOS | - GALLAHER |
| | N. CHILTON | - B.& W. |
| | J. JUDGE | - B.& W. |
| | R. HOWES | - REEMTSMA |

1. The Chairman welcomed two new members to the Group - Richard Howes - Reemtsma
Jim Judge - B.& W.
Apologies were received from I. Ferguson (P.M.)

2. MINUTES AND MATTERS ARISING

Kuwait - J-C Skawronski pointed out that media advertising expenditure in Kuwait for last year was 8 million dollars, and not 10 million as previously quoted.

T. Wells wished to stress that the tax increase proposals for Kuwait should have received greater emphasis than given in the Minutes.

Advertising - Kuwait - P.M. and B.& W. circulated copies of advertisements carrying suggested calligraphy. In accordance with legal requirements the 10% space for single and double sized advertisements would continue. In the case of gatefolds, it was agreed that manufacturers would decide with advertising agencies and publishers what would be in accordance with the law, bearing in mind the aesthetic difficulties in adhering to a 10% rule. Possibilities suggested were either one health warning per ad. or one health warning per page.

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R. Howes advised P.M. that they could have problems with their calligraphy as it was too spaced out. Reemtsma had already experienced problems of this kind with health authorities, claiming it was unclear. J-C Skawronski agreed to circulate samples of different sizes including the half double page with 10%.

N. Chilton raised the issue of Egypt, and suggested standardisation along the following lines:
- should keep 5% h/w
- have same calligraphy
- h/w on outdoor posters to be in proportion to size of ad.

N. Chilton agreed to circulate samples.

3. SAUDI ARABIA/BAHRAIN DEVELOPMENTS

W. Moore described his visit to S. Arabia last week, and his talks with Dr. Ashi - Board member for Saudi organisation for measurements and specifications. Dr. Rifaat, Director of Drug and Reference Laboratory, had not been available, he will, however, be visiting the C.R. Research & Development centre. W. Moore reported that the lab. had still not received the conditioning machine. Deliveries of cigarettes were not being sampled, nor had they decided on tolerances, as they are waiting to see what variances future testing will give.

Dr. Ashi confirmed that he did not want to stop people smoking but was keen for them to smoke products with a lower t/n content. He believed raising taxes was an unfair method of lowering consumption.

Kuwait have a smoking machine. Further details to be obtained on W. Moores next visit.

Oman have ordered a smoking machine.

4. OMAN LEGISLATION

No further news.

5. SUDAN

B.A.T. circulated their clarifications on "Regulation of Smoking Bill, 1982". The document was discussed para by para. B. Simpson wanted to know what the real influence of the ban would be and asked B.A.T. to make an assessment. With reference to para 8 a), B.A.T. are to check if ban applies to P.O.S.

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It became clear that if contact had been made with Dr. Sahil before the bill, he could have been favourably influenced, due to his interest in the subject.

A discussion ensued on the value of opening dialogue before legislation or waiting until legislation is threatened. Subsequently, the structure and modus operandi of the M.E.W.G. were considered by the Group.

It was agreed that it was important for company policy on the Middle East to be clearly stated and understood. B.A.T. and INFOTAB agreed to draft a discussion paper covering the constitution and role of the M.E.W.G.

6. BAHRAIN ANTI-SMOKING CONFERENCE

The Chairman informed the group that the conference would be monitored. It will be a 3-day conference and will take place in Arabic (could cause problems for W.H.O.)

Members agreed to keep distributors briefed. J. Picton will circulate a report on the conference towards mid-March.

N. Chilton reported on the agenda for the next Gulf Health Ministers Conference.

M. Scott reported on the Riyadh Conference, Gulf Health Ministers meeting:

- no further limits on t/n or taxation
- more preventive action e.g. anti-smoking clinics
- co-ordination of anti-smoking matters
- making public more aware of their views on smoking.

7. REVISED ADVERTISING ARGUMENTATION

Due to the fact that T. Wells had been absent for some time, she thought it more acceptable to send out argumentation to members for them to look at (e.g. legal depts.) Members were asked to reply to T. Wells as soon as possible, preferably by telex.

8. ANY OTHER BUSINESS

Tar/Nicotine figures - K. Kiernan objected to highlighted t/n figures on Silk Cut. B. Simpson suggested T. Bratsanos report back to Gallaher that there was some comment on this. W. Moore expressed concern over the warning on the back of the pack and suggested that they should try and keep it standard, with the warning on the side of the pack. It was agreed that a t/n contest was not in the Industry's interest.

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Tihama - The question raised was, should a health warning be put on if it not specifically required. The Group agreed to abide by the decision made at the previous meeting, that the health warning would not be applied.

9. DATE AND SITE OF NEXT MEETING

B.A.T. offered to host the next meeting in London on 21 April. The meeting closed at 12.30.

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